



UNMASKING

HTML EMAILS

The title 'UNMASKING' is rendered in a large, ornate, gothic-style font with a red-to-orange gradient and a 3D shadow effect. Below it is a decorative flourish featuring a central heart and symmetrical scrollwork. The words 'HTML EMAILS' are in a bold, blocky, sans-serif font with a green-to-yellow gradient and a 3D shadow effect.

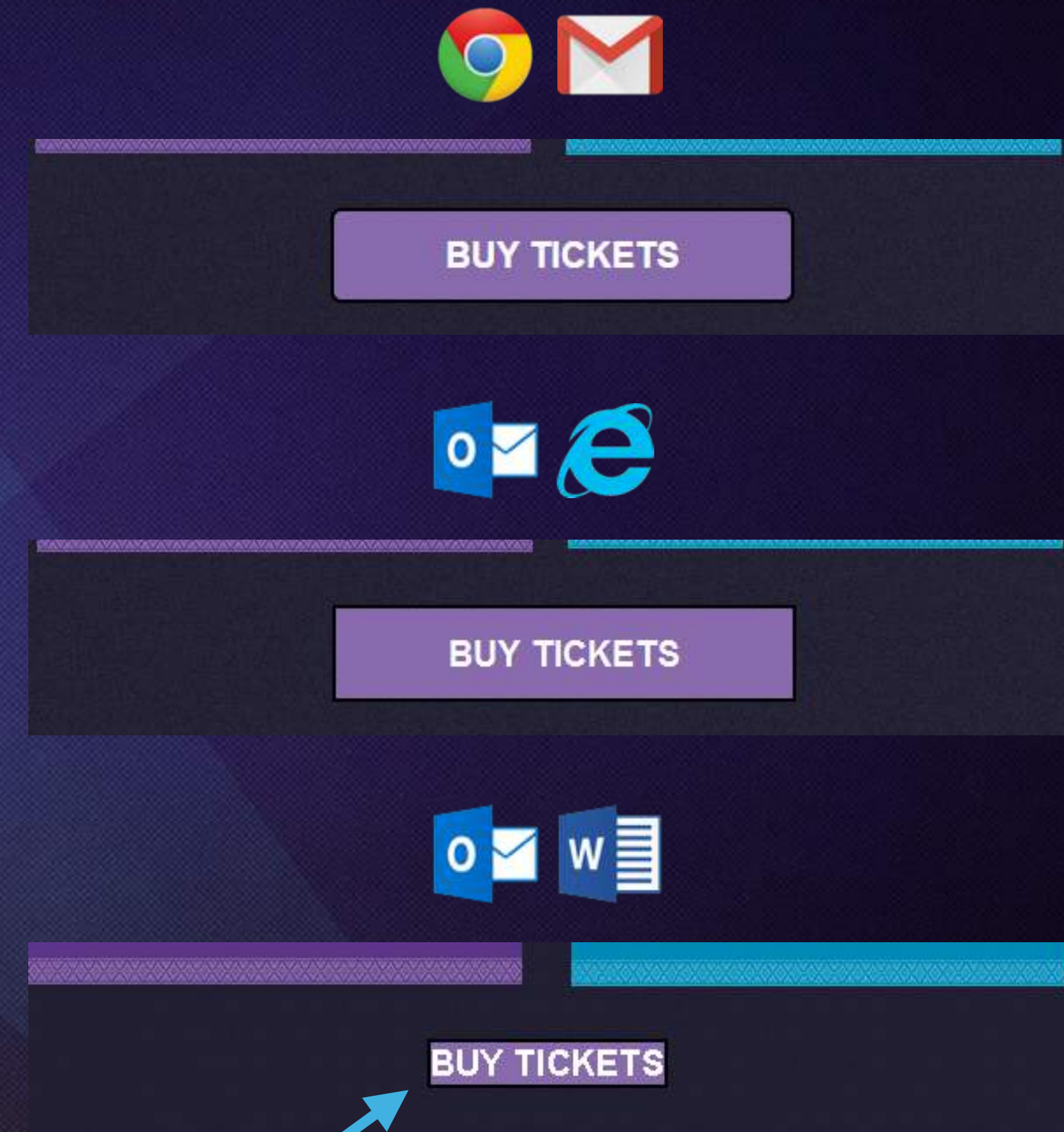
Level 4 - Section 2

Adding a button

The necessary properties to style a button are not supported by the Word preprocessor.

email.html

```
...  
<td style="padding-top: 30px;">  
  <a href="http://example.org"  
    style="background-color: #886cac;  
      border: 2px solid #000000;  
      border-radius: 6px;  
      color: #ffffff;  
      display: block;  
      font-family: Arial, sans-serif;  
      font-size: 20px;  
      font-weight: bold;  
      line-height: 250%;  
      text-decoration: none;  
      text-transform: uppercase;  
      width: 260px;">  
    Buy Tickets</a>  
...
```



Padding is missing

Try VML

Vector Markup Language

```
<v:roundrect xmlns:v="urn:schemas-microsoft-com:vml"  
              xmlns:w="urn:schemas-microsoft-com:office:word">
```


Generating button code using buttons.cm

Buttons.cm generates code for the button with a conditional comment for using VML.

Button text

Buy Tickets

☐ Background image

http://i.imgur.com/0xPEf.gif

Host your own image or use a free service like [imgur](#) to (use "Direct Link" URL).

Background color

#886cac

Font color

#ffffff

Button width

260

px

Button height

50

px

☒ Border color

#000000

☒ Border radius

6

px

Button URL

http://example.org

Buy Tickets

```
<div><!--[if mso]>
  <v:roundrect xmlns:v="urn:schemas-microsoft-com:vml" xmlns:w="urn:schemas-microsoft-com:office:word" href="http://example.org"
  style="height:50px;v-text-anchor:middle;width:260px;"
  arcsize="12%" strokecolor="#000000"
  fillcolor="#886cac">
    <w:anchorlock/>
    <center style="color:#ffffff;font-family:sans-serif;font-size:13px;font-weight:bold;">Buy
    Tickets</center>
  </v:roundrect>
<![endif]--><a href="http://example.org"
style="background-color:#886cac;border:1px solid
#000000;border-
radius:6px;color:#ffffff;display:inline-block;font-
family:sans-serif;font-size:13px;font-
weight:bold;line-height:50px;text-align:center;text-
decoration:none;width:260px;-webkit-text-size-
adjust:none;mso-hide:all;">Buy Tickets</a></div>
```

If Microsoft Office,
use VML and HTML

Otherwise, use
only HTML

Use the generated code for buttons

Replace the original button code with the code for the button.

email.html

```
...  
<div>  
  <!--[if mso]>  
    <v:roundrect  
      xmlns:v="urn:schemas-microsoft-com:vml"  
      xmlns:w="urn:schemas-microsoft-com:office:word"  
      href="http://example.org"  
      style="height:50px;  
              v-text-anchor:middle;  
              width:260px;"  
      arcsize="12%"  
      strokecolor="#000000"  
      fillcolor="#886cac">  
    <w:anchorlock/>  
    <center style="color:#ffffff;"  
      ...  
  ...
```

Consistent appearance!



Buy Tickets



Buy Tickets



Buy Tickets

Updating the generated code takes 2 steps

The code within the conditional comment will only affect the Word rendering engine.

email.html

```
...  
<div>  
  <!--[if mso]>  
    <v:roundrect  
      ...  
      <center style="color:#ffffff;  
                font-family:sans-serif;  
                font-size:13px;  
                font-weight:bold;">  
        Buy Tickets</center>  
      </v:roundrect>  
    <![endif]-->  
</div>  
...
```

These don't match
our design



Buy Tickets



Buy Tickets



Buy Tickets

Step 1: Set styles on the center tag

email.html

```
...  
<div>  
  <!--[if mso]>  
    <v:roundrect  
      ...  
      <center style="color:#ffffff;  
        font-family:Arial, sans-serif;  
        font-size:20px;  
        font-weight:bold;  
        text-transform: uppercase;">  
        Buy Tickets</center>  
      </v:roundrect>  
    <![endif]-->  
</div>  
...
```



Buy Tickets



Buy Tickets



BUY TICKETS

The changes are only visible in
Outlook using Word

Step 2: Set styles on the anchor tag

email.html

```
...  
<a href="http://example.org"  
  style="background-color: #886cac;  
        border: 1px solid #000000;  
        border-radius: 6px;  
        color: #ffffff;  
        display: inline-block;  
        font-family: Arial, sans-serif;  
        font-size: 20px;  
        font-weight: bold;  
        line-height: 50px;  
        text-align: center;  
        text-decoration: none;  
        text-transform: uppercase;  
        width: 260px;  
        mso-hide: all;">  
  Buy Tickets</a>  
...
```

Hide from Word



BUY TICKETS



BUY TICKETS



BUY TICKETS

Our email with conditional content



LUCHA LIBRE!

EXPERIENCE 3 BONE-CRUSHING HOURS



• 16 •
DE JUNIO

OPEN TO THE PUBLIC
ADULTS 15 PESOS
NINOS 10 PESOS

BUY TICKETS



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